

COASTAL ZONE AND STORMWATER **INTERPRETIVE SIGNAGE GUIDE**

ERIE COUNTY, PENNSYLVANIA



Erie County Department of Planning and Community Development

150 East Front Street | Suite 300 | Erie, PA 16507

814-451-6336

pcdinfo@eriecountypa.gov

UPDATED SEPTEMBER 28, 2021

HOW TO USE THIS GUIDE

This guide provides an outline of design elements as a template for future signage with the intent to promote stormwater management focused on education, prevention of bluff erosion, and coastal zone protection through consistent messaging across the coastal zone. This is not meant to be all-encompassing or authoritative on a municipality's choice to implement signage. It is presented as a grant-fundable option to help meet certain permit requirements for MS4 communities and expand the environmental stewardship of Erie County's coastal communities to include those traditionally not familiar with stormwater and coastal challenges by increasing the visibility of these issues.

ACKNOWLEDGMENTS

Kathy Dahlkemper, **Erie County Executive**

ERIE COUNTY COUNCIL

Carl Anderson III

Kim Clear

André R. Horton

Scott R. Rastetter

Mary Rennie

Ellen Schauerman

Brian Shank

ERIE COUNTY PLANNING COMMISSION

Lisa Austin

Jim Cardman

Charles Casey

Don Crenshaw

John Groh

Russ LaFuria

Lacie Luddy

Jeanne Miller

Paul Pangratz

Matt Waldinger

Cindy Wells

ERIE COUNTY DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT STAFF

Honey Stempka, Director

Joy Fronzoli, Environment & Recreation Program Administrator, Coastal Zone Program

Eric Brown, Water Resources Coordinator

TUNGSTEN CREATIVE GROUP

Graphic Design Consultant

TABLE OF CONTENTS

Introduction

- 6 | Coastal Zone Maps
- 7 | Introduction
- 7 | Coastal Zone and Municipal Stormwater Assistance Programs
- 11 | Project Development Process: Considerations
- 12 | Grant Funding Programs
- 14 | Initial Survey Questions and Answers

Signage Templates

- 16 | Size Options
- 17 | Layout Guidelines
- 19 | Signage Samples

Color + Typography

- 23 | Color
- 23 | Typography

Logos + Iconography

- 25 | Logos
- 26 | Iconography

Signage Production

- 28 | Vendor Referrals
- 28 | Substrates

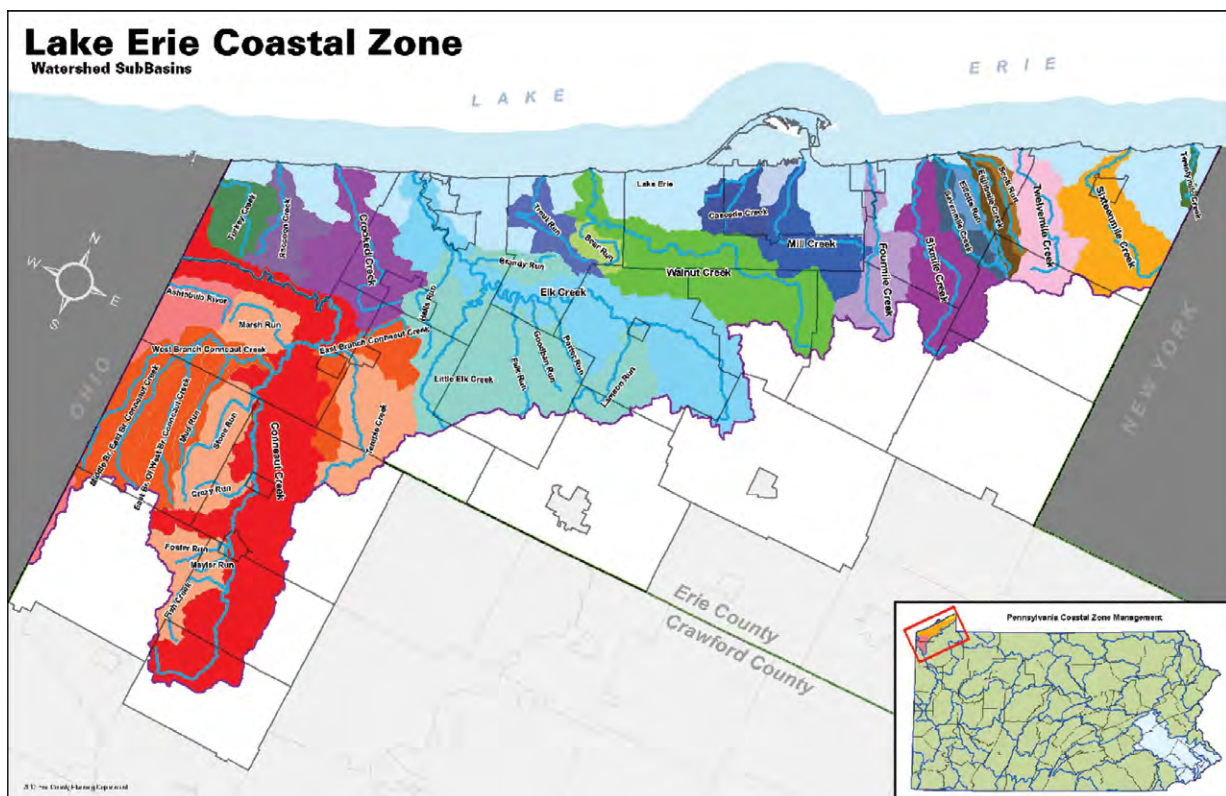
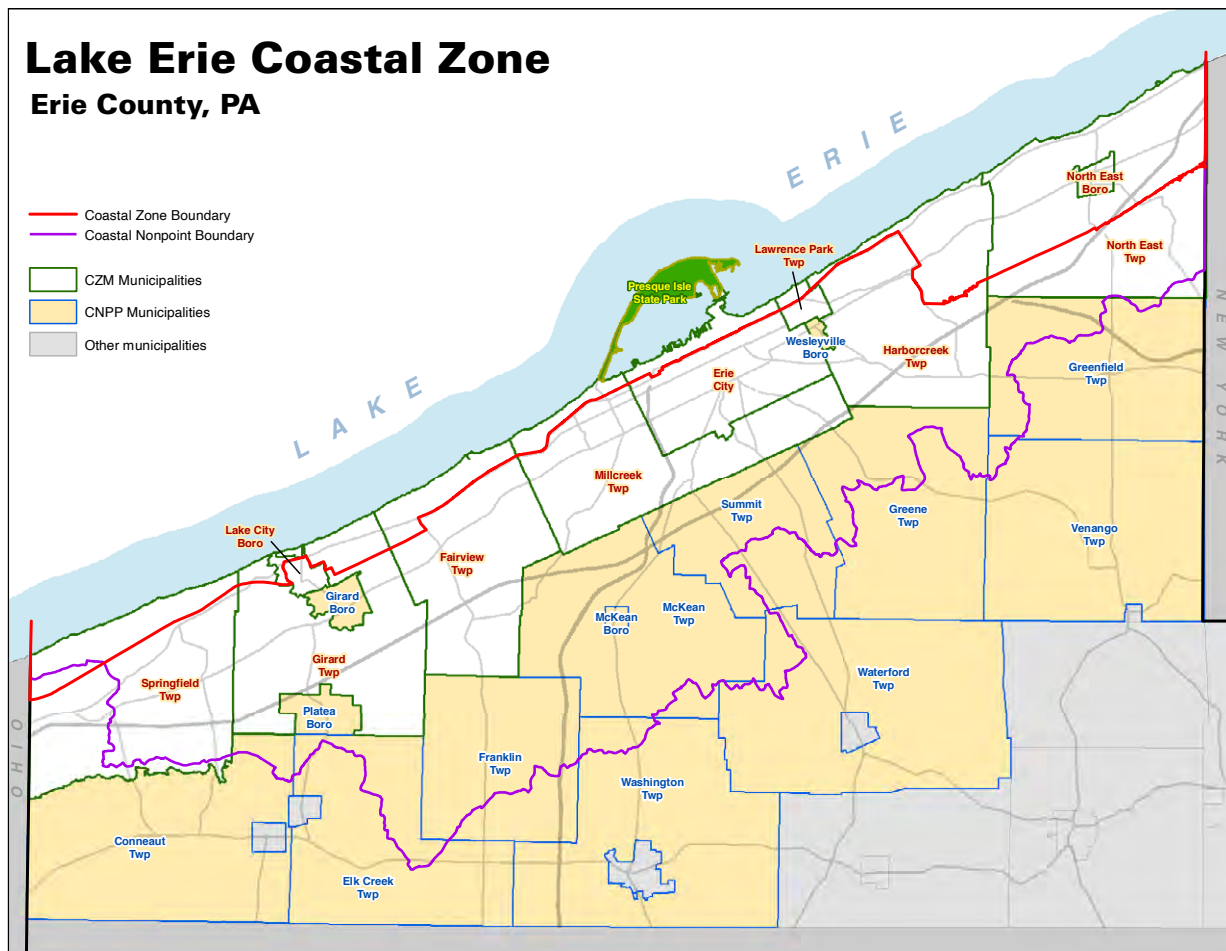
Resources

For digital access to this guide's embedded logos, icons, and other design materials, please see the [Erie County website](#) or contact the Erie County Department of Planning and Community Development at **814-451-6336** or pcdinfo@eriecountypa.gov.



INTRODUCTION

COASTAL ZONE MAPS



INTRODUCTION

Erie County is Pennsylvania's northwestern-most and only county within the Lake Erie watershed, as well as the only county to share a border with Canada. The largest county in the state by area with 1,558 square miles, its 269,728 residents (2019 Census) occupy 799 square miles of land and often enjoy some of its 759 square miles of water. Erie County boasts approximately 76 miles of shoreline, 45 miles of which are dominated by bluffs and 31 miles of which are composed of the beaches and wetlands of Presque Isle.

Since 1980, the Erie County Department of Planning & Community Development (ECDPCD) has served the municipalities and special organizations of the Pennsylvania Lake Erie Watershed to support strategic watershed resource planning and management. This includes administrative and grant-writing assistance, GIS expertise, building and maintaining relationships with various stakeholders, and aligning local goals with state and federal priorities. The ECDPCD is uniquely positioned to use these assets to support the policies of the Pennsylvania Coastal Resources Management Program (CRMP). The work of the ECDPCD is focused on supporting local data-driven decision making to develop meaningful strategies for stewardship of our coastal resources.

As a watershed isn't typically confined to a single municipality, Erie County supports multimunicipal, county, and local government planning and encourages implementation of these plans with staff review on all comprehensive plans, zoning ordinances, and land use updates. A healthy and resilient coastal zone as promoted through the CRMP provides both environmental and public health benefits by emphasizing equitable public access, reduction of nonpoint-source pollution, and addressing coastal hazards in these areas.

COASTAL ZONE AND MUNICIPAL STORMWATER ASSISTANCE PROGRAMS

Coastal Zone Management Program

The National Coastal Zone Management (CZM) Program is a voluntary partnership between the federal government and U.S. coastal and Great Lakes states and territories with the intention of "protecting, restoring, and responsibly developing our nation's diverse coastal communities and resources." The CZM Program provides federal funding opportunities, distributed through the Pennsylvania Department

continued...

of Environmental Protection, for projects in the Lake Erie coastal zone that meet the required funding criteria. The CZM program funds projects that address the following program policies, consisting of the following primary focus areas:

- **Coastal Hazard Areas:** Includes bluff recession along Lake Erie and coastal flooding in both coastal zones.
- **Wetlands:** Involves the protection, enhancement and creation of coastal wetlands to maintain benefits for wildlife habitat, flood control, water quality, water flow stabilization and environmental diversity (biodiversity).
- **Public access for recreation:** Includes efforts to meet the public need for boating, fishing, birding, walking, picnicking, sightseeing and other recreational pursuits associated with waterfronts.
- **Coastal Nonpoint-Source Pollution Program:** Activities that protect coastal waters from nonpoint-source pollution resulting from marinas and recreational boating, urban activities, hydro-modifications, agriculture and other nonpoint sources.

With additional focus areas including:

- **Public involvement:** Increase awareness, provide information and create opportunities for public participation in a variety of coastal issues.
- **Fisheries management:** Efforts to protect and improve stocks of popular game-fish species and mussel hosts.
- **Historic sites and structures:** Preservation, restoration and enhancement of coastally significant historic sites and structures within the coastal zones.
- **Port activities:** Development and enhancement of coastal port infrastructure.
- **Energy facilities siting:** Proper siting of energy-producing facilities to protect fragile coastal ecosystems.

Section 312 Evaluation Metrics

In 2018, the Pennsylvania CRMP, in cooperation with NOAA, established three new metrics that are utilized to evaluate the progress of program implementation on a five-year basis, as required under Section 312 of the CZM Act. These metrics relate to specific priority areas that CRM and NOAA have determined to be of vital importance to Pennsylvania's coastal zones:

- **Public Access:** Improve public access for enhanced recreational experiences in Pennsylvania's coastal areas by creating new or improving upon existing access opportunities in the Lake Erie coastal zone.
- **Polluted Runoff:** Reduce polluted runoff in Pennsylvania's coastal areas by implementing projects that address nonpoint-source pollution in the Lake Erie coastal zone and Coastal Nonpoint Pollution Program (CNPP) areas.
- **Coastal Hazards:** Protect Pennsylvania's resources by supporting planning and implementation projects that address coastal hazards in the Lake Erie coastal zone.

This signage guide developed by ECDPCD promotes the alignment of proposed Lake Erie planning activities and projects with each of the 312 evaluations metrics by promoting municipal efforts to improve public access, address nonpoint-source pollution, and mitigate coastal hazards.

Municipal Stormwater Assistance Program

At the printing of this guide, all permitted MS4 (Municipal Separate Storm Sewer) communities in Erie County (City of Erie, Fairview Township, Harborcreek Township, Millcreek Township, Summit Township, and Wesleyville Borough) are contained in part or entirety within the Lake Erie watershed. As a requirement of the Clean Water Act, MS4s must operate under the requirements of a NPDES (National Pollutant Discharge Elimination System) permit outlined in a SWMP (Stormwater Management Plan) unless they hold a waiver. These requirements dictate that permittees maintain six Minimum Control Measures (MCMs):

1. **Public Education and Outreach**
2. **Public Participation and Involvement**
3. **Illicit Discharge Detection and Elimination**
4. **Construction Site Runoff Control**
5. **Postconstruction Runoff Control**
6. **Pollution Prevention and Good Housekeeping**

The ECDPCD's Municipal Stormwater Assistance Program (MSAP) provides technical assistance in meeting specific requirements for the public education and outreach, public participation and involvement, illicit discharge detection and elimination, and pollution prevention and good housekeeping MCMs. These services are as follows:

- **GIS and mapping services** for infrastructure data collection and analysis
- **Educational programming and outreach**
- **Administrative and planning support**, including project coordination, grant assistance and research, and ordinance and code review

The services of the MSAP and MS4 requirements in general aim to reduce such impacts from stormwater runoff as erosion, pollution, and flooding. One primary measure of these impacts are impaired streams, monitored and analyzed by DEP. There are approximately 339 miles of DEP-designated impaired streams within the Lake Erie watershed, primarily due to pathogenic or siltation pollutants.

WATERWAY	MUNICIPALITY
Brandy Run and tributaries	Fairview Township
Conneaut Creek	Conneaut Township
Crooked Creek and tributaries	Conneaut Township, Girard Township, Platea Borough, Springfield Township
Eightmile Creek and tributaries	Greenfield Township, Harborcreek Township, North East Township
Elk Creek	McKean Township, Summit Township
Elliotts Run and tributaries	Greenfield Township, Harborcreek Township

continued...

WATERWAY	MUNICIPALITY
Halls Run and tributaries	Elk Creek Township, Girard Township, Platea Borough
Lamson Run and tributaries	Fairview Township, Franklin Township, McKean Borough, McKean Township, Washington Township
Little Elk Creek and tributaries	Elk Creek Township, Franklin Township
Marsh Run and tributaries	Conneaut Township
Mill Creek , Mill Creek Tube, and tributaries	City of Erie, Millcreek Township
Scott Run and tributaries	Greenfield Township, Harborcreek Township, North East Township
Sevenmile Creek and tributaries	Harborcreek Township
Sixmile Creek and tributaries	Harborcreek Township
Sixteenmile Creek and tributaries	North East Township
Trout Run and tributaries	Fairview Township
Twentymile Creek	North East Township
Walnut Creek and tributaries	Fairview Township, Greene Township, McKean Township, Millcreek Township, Summit Township
West Branch Cascade Creek and tributaries	City of Erie, Millcreek Township
Unnamed tributaries to Lake Erie	City of Erie, Fairview Township, Girard Township, Harborcreek Township, Lawrence Park Township, Millcreek Township

Each cause of impairment has its own unique consequences. Sediment, which is the leading source of pollution in U.S. waterways, is disruptive to habitats and biodiversity and can cause flooding in places where fill constricts the flow of water. Various pathogens (e.g., E. coli) have implications for public health and the stability of ecosystems in which they exhibit an abnormally high count. The ultimate aim of designating a waterway as impaired is to both caution the use of its waters as well as propel the municipality(ies) responsible for it toward restoration of its common functions. Through the MSAP, municipalities have access to assistance in applying for and managing project grants, coordinating between municipalities sharing waterways, mapping infrastructure, and interfacing with the general public about Best Management Practices (BMPs).

PROJECT DEVELOPMENT PROCESS: CONSIDERATIONS

Emerging Environmental Challenges

The Intergovernmental Panel on Climate Change (IPCC) Report released on August 9, 2021 detailed climate change as affecting the following:

- Intensifying water cycle, particularly rainfall and associated flooding
- Potential increase in rainfall
- Amplified heat-island effects for large urban areas

Municipalities in the coastal zone already familiar with extreme weather events, flooding, and erosion can expect increased frequencies and intensities of such events in the years ahead. These compounding factors necessitate good housekeeping principles to maintain the ecological integrity of the Pennsylvania Lake Erie coastal zone.

Survey Design Considerations

TOPICS

- Illegal dumping
- Erosion
- Mowing precautions
- Flooding
- Bluff / bank stability
- Nonpoint-source pollution
- BMP recognition

LOCATIONS

- Municipal buildings and worksites
- Public parks
- At the site of a particular environmental issue
- Roadside
- Historic locations
- Recreation sites

GRANT FUNDING PROGRAMS

Many grant programs exist for municipalities interested in implementing stormwater and/or coastal zone interpretive signage and for whom funding may pose a limitation. The Department of Conservation & Natural Resources (DCNR) Community Conservation Partnerships Program (C2P2) is one such example and funds projects related to parks, recreation, and conservation.

One of the primary roles of the Erie County Planning Department's Coastal Zone Management and Municipal Stormwater Assistance Programs is to assist with grant research and writing to ensure that those who wish to implement educational signage secure the necessary funding to do so.

State and Federal Grant Funding Sources

Availability of funds and eligibility may vary from program to program and from year to year. Please contact the Erie County Department of Planning and Community Development at **814-451-6336** or pcdinfo@eriecountypa.gov for more information on available grants and possible funding and implementation strategies.

State Grant Programs

COASTAL RESOURCES MANAGEMENT PROGRAM (CRM) COASTAL ZONE GRANTS

The Department of Environmental Protection's CRM Coastal Zone Grants funds projects that address the following program policies:

- Coastal hazard areas
- Wetlands
- Public access for recreation
- Reduction of coastal nonpoint-source pollution
- Public education and involvement
- Fisheries management
- Historic sites and structures
- Port activities
- Energy facilities placement
- Intergovernmental coordination
- Dredging
- Spoil disposal

Educational and informational signage may be included as a component of any of these types of projects.

[Click here for more information on Coastal Zone Grants](#)

continued...

COMMUNITY CONSERVATION PARTNERSHIPS PROGRAM (C2P2)

The Department of Conservation and Natural Resources' C2P2 provides grants, technical assistance, information exchange, and training for a number of programs involving greenways, open spaces, community parks, rail trails, river corridors, natural areas, indoor and outdoor recreation, and environmental education. C2P2 grants can fund:

- Planning, acquisition, and development of public parks
- Recreation areas
- Motorized and nonmotorized trails
- River conservation and access
- Conservation of open space
- Grants also support regional and statewide partnerships that build capacity to better develop and manage resources.

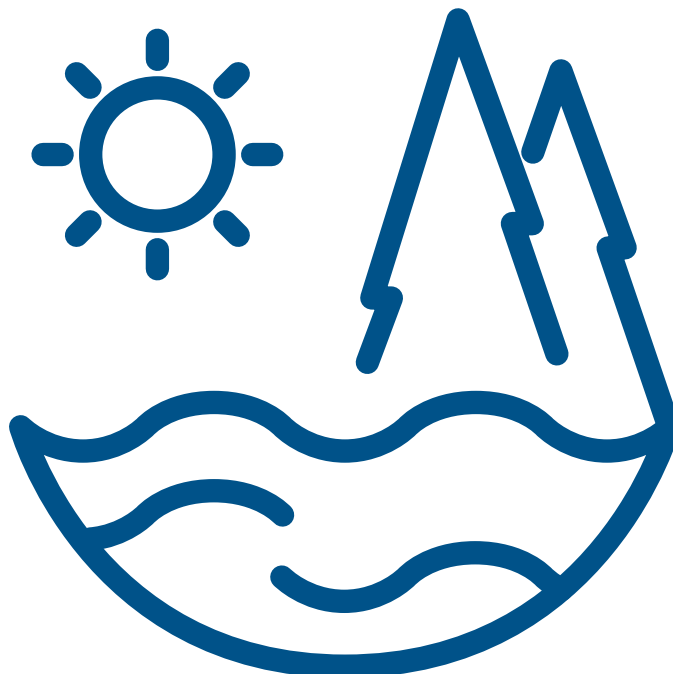
[Click here for more information on Community Conservation Partnerships Program Grants](#)

Federal/County Programs

COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) PROGRAM

The Erie County Department of Planning and Community Development administers state-funded CDBG programs in Erie County that are used to assist Erie County housing and community development projects that principally benefit low- to moderate-income residents.

[Click here for more information on the Community Development Block Grant](#)



INITIAL SURVEY QUESTIONS AND ANSWERS

1	2	3	4	5	6	7	8	9	10
ERIE COUNTY MUNICIPALITY	THEMES	TARGET AUDIENCE	SIGNAGE TYPE	SIGNAGE LOCATIONS	SIGN DIMENSIONS (INCHES)	IS ROAD SIGNAGE BENEFICIAL? WHAT KIND?	FIXED OR FREE-STANDING SIGNAGE?	SIGNAGE USE LIKELIHOOD; FUNDING DEPENDENT?	OTHER THOUGHTS?
City of Erie	No dumping, bluff stabilization, SW BMP	General public, public works, code enforcement	Depends on the location and intended audience	Bayfront promenade, parks, recreation sites	18x24	Yes. Watershed stewardship.	Both	Highly likely. Funding appreciated.	No
Erie - Western PA Port Auth.	No-mow, litter, bluff stabilization, no dumping or yard waste	General public and residents	Informative and educational	Bayfront public access, east and west side bluffs, promenade	11x14, 24x36 dependent on location	Yes, stormwater/ environmental awareness	Both, depending on locations	Very likely	Signage with multiple topics useful.
Fairview Twp	Stormwater BMP	General public	Concise with text illustrations	Walnut Creek, Trout Run	18x24	No, more so down at the water front	Free standing	Likely if it would be funded	
Girard Twp	Bluff stabilization, no dumping, erosion	General public	Concise text	Parks, bluffs, fishing and hiking areas	11x14 or 18x24	Coastal protection, no-mow zone, no dumping	Fixed to existing structure	Probably contingent on funding	Not at this time
Harborcreek Twp	Bluff stabilization signage	General public	Signage with blocks of text and images	Shades Beach	18x24	No	Free standing	Very likely	
Lake City Borough	Bluff stabilization	General public	Interpretive	Entry points	18x24	No	Free standing	Likely	N/A
Lawrence Park Twp	No dumping	General public	Concise text	Napier Park, Beute Park	18x24	Parks, natural environment	Free standing	Contingent	No
Millcreek Twp	SW BMP, bluff stabilization, no dumping, drains to lake, erosion, yard waste	General public, township staff	Simple maps, images, and concise text	Scott Park, Peninsula Drive trail (TBD)	18x24, 11x14	Chesapeake Bay-related signage useful. Thomas Run, Zaun Run, near Presque Isle	Both	Contingent on funding but highly likely	Will help with MS4. Best if coordinated across coastal zone.
North East Borough	Source water protection	General public	No opinion	Dams, reservoirs, Freeport Beach	Depends on location	Yes – not sure on the themes	Both	Yes, not dependent on funding	No
North East Twp	Bluff stabilization, flooding adjacent to streams	General public/ residents	Pictures with blocks of text	Freeport Beach and 20 Mile. SW BMPs; Route 5	18x24	Signs similar to Seaway Trail would be nice	Free standing	Contingent on funding, but yes likely	None
Springfield	Severe beach erosion area	Public	Bold is fine	Parks	24x36	Tread lightly	Both	Based on funding	No
Union City Borough	Uncertain	Public works	Text	No	11x14	French Creek	Both	Likely, and yes	Not at this time

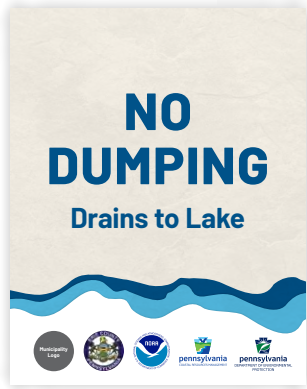
SIGNAGE TEMPLATES

SIZE OPTIONS

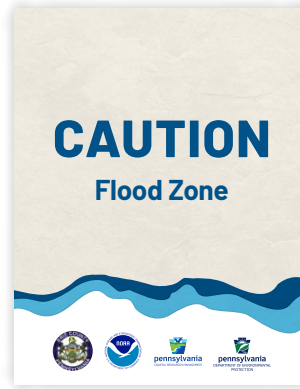
Small – 11x14

The 11x14 template option is recommended for text-only applications. For digital access to these templates please see the [Erie County website](#) or contact the Erie County Department of Planning and Community Development at **814-451-6336** or pcdinfo@eriecountypa.gov.

MUNICIPALITY LOGO



NO MUNICIPALITY LOGO



Large – 18x24

The 18x24 template option is recommended for text applications that are supported with an icon. For digital access to these templates please see the [Erie County website](#) or contact the Erie County Department of Planning and Community Development at **814-451-6336** or pcdinfo@eriecountypa.gov.

MUNICIPALITY LOGO



NO MUNICIPALITY LOGO

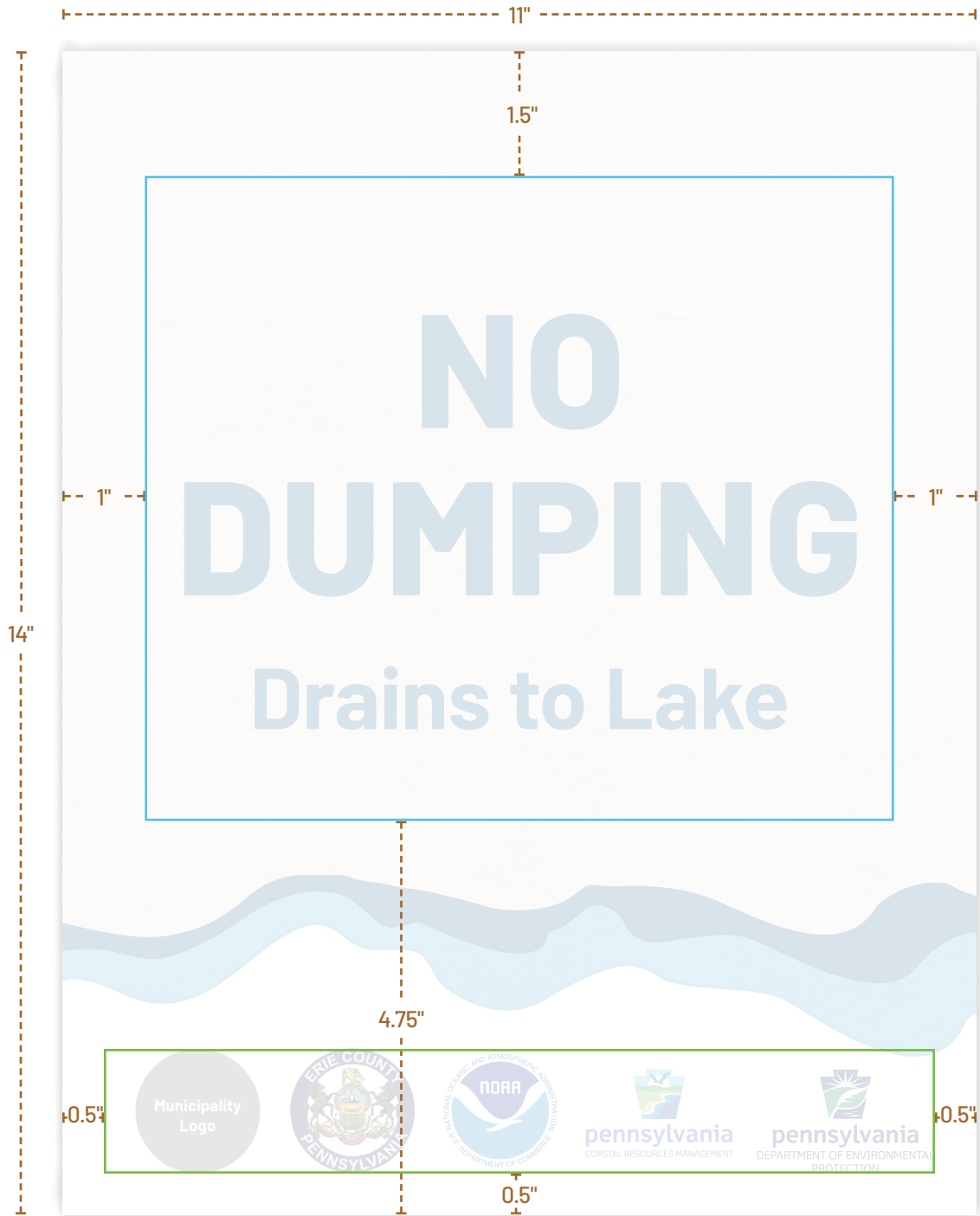


LAYOUT GUIDELINES

Small – 11x14

Follow the guidelines below when laying out the text for your 11x14 sign.

- Text Safe Zone (9x7.75")
- Logo Safe Zone (10x1.5")

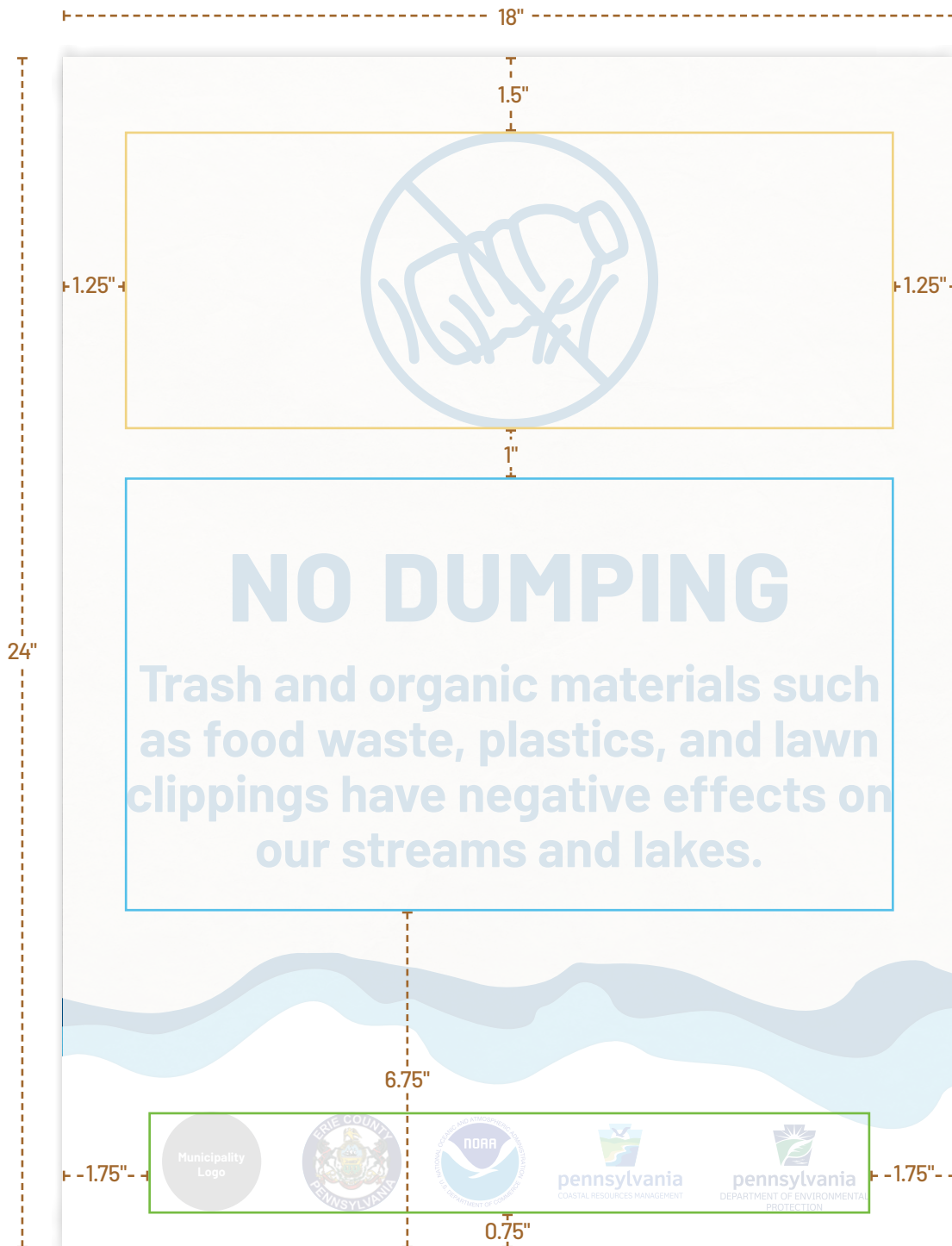


LAYOUT GUIDELINES

Large – 18x24

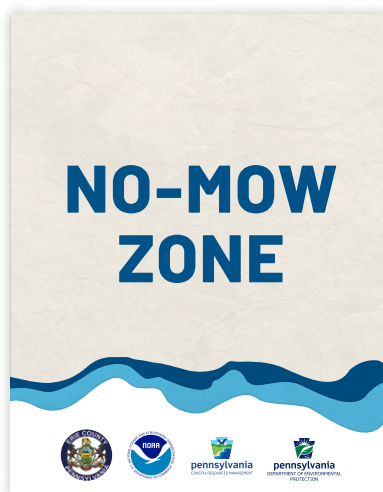
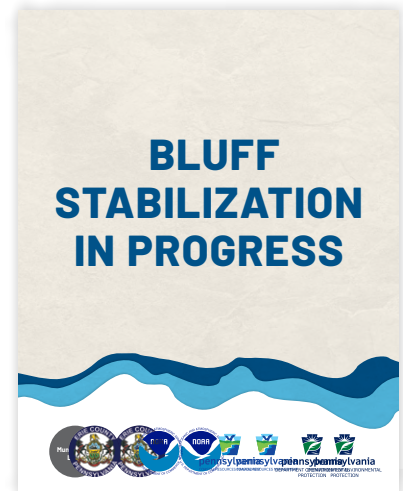
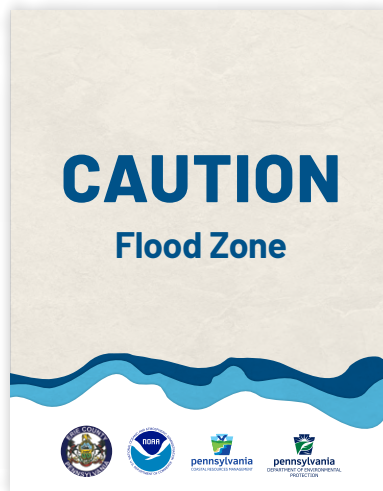
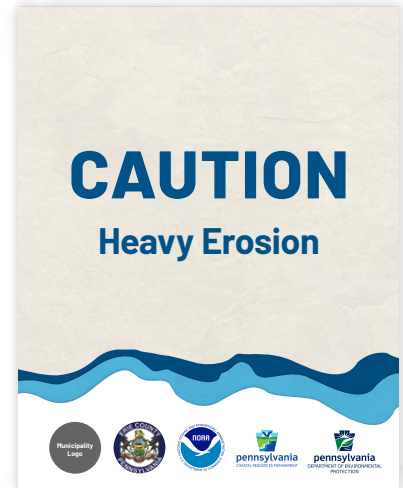
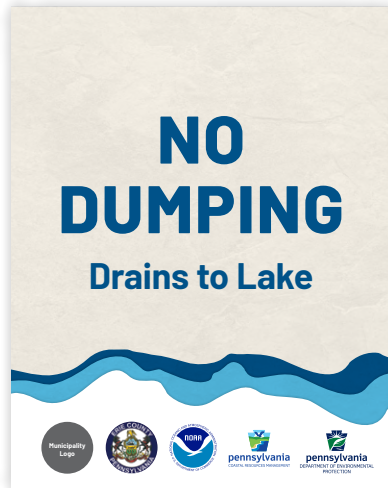
Follow the guidelines below when laying out the text and iconography for your 18x24 sign.

- Icon Safe Zone (15.5x6")
- Text Safe Zone (15.5x8.75")
- Logo Safe Zone (14.5x2")



SIGNAGE SAMPLES

Small – 11x14





NO DUMPING

Trash and organic materials such as food waste, plastics, and lawn clippings have negative effects on our streams and lakes.



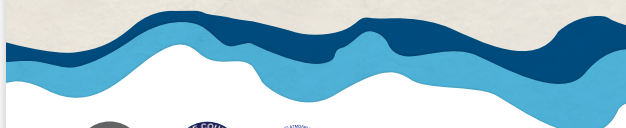
NO DUMPING

Yard waste prevents resident vegetation from growing, causes erosion and hinders bluff stabilization.



KEEP YOUR DISTANCE!

This bluff face is unstable due to severe erosion.



TRUST THE PROCESS!

To stabilize the bluff from further erosion, our restoration efforts require time to lay down roots.



continued...



NO MOWING OR TRIMMING PLEASE!

**In an effort to stabilize this
bluff from further erosion,
allow the resident vegetation
to grow as it pleases.**



AREA PRONE TO FLOODING

**Exercise caution during and
following rain events**





COLOR + TYPOGRAPHY

COLOR

Pantone/PMS 2945



PMS 2945 is the required color for all sign typography and icons. If you don't have access to Pantone swatches in your software, please use the following CMYK codes.

C: 100
M: 73
Y: 20
K: 5

TYPOGRAPHY

Barlow – Font Family

Barlow is the required font for all sign typography. Barlow is free to download from [Google Fonts](https://www.google.com/fonts/specimen/Barlow).

Small Sign – 11x14

Follow safe zone guidelines on [page 17](#).

HEADLINE

Weight: Extra Bold
Alignment: Centered
Size: 90–100 pt
Case: All Caps
Character Spacing: Expanded 1–1.5 pt
(or Tracking: 30–40)

TEXT

Weight: Bold
Alignment: Centered
Size: 75 pt

Large Sign – 18x24

Follow safe zone guidelines on [page 18](#).

HEADLINE

Weight: Extra Bold
Alignment: Centered
Size: 110–140 pt
Case: All Caps
Character Spacing: Expanded 1–1.5 pt
(or Tracking: 30–40)

TEXT

Weight: Bold
Alignment: Centered
Size: 75 pt

LOGOS + ICONOGRAPHY

LOGOS

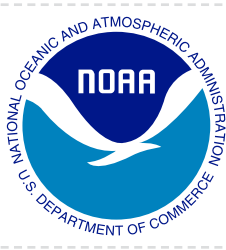
Requirements

It is required that every sign features the Erie County seal, National Oceanic and Atmospheric Administration (NOAA) logo, Pennsylvania Coastal Resource Management (CRM) logo, and Pennsylvania Department of Environmental Protection (DEP) logo centered along the bottom and in that order. **These logos are already included in the templates.** For digital access to this guide's embedded logos, icons, and other design materials, please see the [Erie County website](#) or contact the Erie County Department of Planning and Community Development at **814-451-6336** or pcdinfo@eriecountypa.gov.



ERIE COUNTY SEAL

Small Sign – 1.5" high
Large Sign – 2" high



NOAA LOGO

Small Sign – 1.5 high
Large Sign – 2" high



CRM LOGO

Small Sign – 1.0625" high
Large Sign – 1.5" high



DEP LOGO

Small Sign – 1.25" high
Large Sign – 1.75" high

Optional

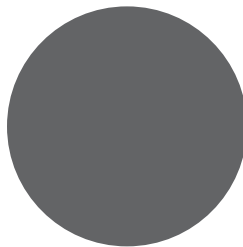
Your municipality has the option to add your logo to the sign as well. If you choose to do so, please use the **Municipality Logo template** and place your logo in the space provided (to the left of the required logos above). Keep within the following height and width recommendations – while keeping the original aspect ratio of your logo. Follow safe zone guidelines on [pages 17-18](#).

YOUR LOGO



SQUARE

Small Sign – 1.5" high and wide (max)
Large Sign – 2" high and wide (max)



CIRCLE

Small Sign – 1.5" high and wide (max)
Large Sign – 2" high and wide (max)



RECTANGLE

Small Sign – 1.5" high and 2" wide (max)
Large Sign – 2" high and 2.875" wide (max)

ICONOGRAPHY

Icon Usage

Icons are to be used on the large (18x24) signs only. Follow safe zone guidelines on [page 18](#).

Icon Library

An icon library has been prepared for your convenience. Please choose from any of the icons below to complement your message. If you do not see an icon that fits your needs, feel free to develop your own using the [color](#) and [layout/sizing](#) guidelines outlined in this document. For digital access to this guide's embedded logos, icons, and other design materials, please see the [Erie County website](#) or contact the Erie County Department of Planning and Community Development at **814-451-6336** or pcdinfo@eriecountypa.gov.



icon_no-mowing.pdf



icon_no-dumping-yard-waste.pdf



icon_no-dumping-trash.pdf



icon_unstable-bluff.pdf



icon_erosion.pdf



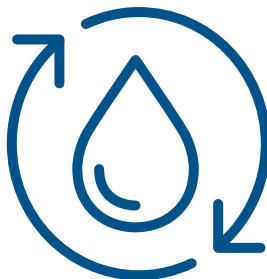
icon_bluff-restoration.pdf



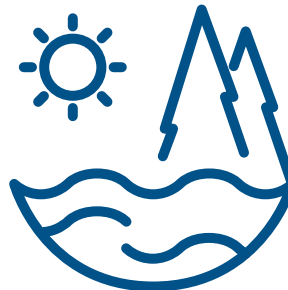
icon_flooding.pdf



icon_stormwater-bmp.pdf



icon_source-water-protection.pdf



icon_water-source.pdf

SIGNAGE PRODUCTION

VENDOR REFERRALS

We have prepared a list of local vendors that will assist with producing your signage. If you currently use a vendor that is not listed here, you're welcome to use them.

1. **Vivx Display Solutions**
2450 Dutch Rd.
Fairview, PA 16415
814-315-9405
www.vivxdisplay.com
2. **MegaGrafix**
2669 W 17th St.
Erie, PA 16505
814-480-8912
www.megagrafix.com
3. **FASTSIGNS**
436 W 12th St.
Erie, PA 16501
814-453-6711
www.fastsigns.com/514-erie-pa
4. **Bartlett Signs**
7628 Klier Dr.
Fairview, PA 16415
Kent Barlett: 814-392-7082
www.bartlettseries.com

SUBSTRATES

To achieve a long outdoor lifespan, we recommend using at least a .080 aluminum base with a full-color, high-performance vinyl and high-performance UV overlamine.